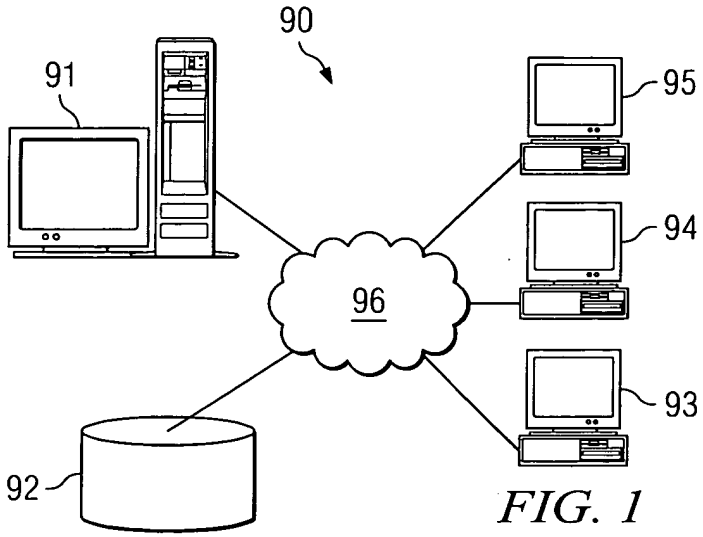
90
91
95
94
96
93
92

FIG. 1

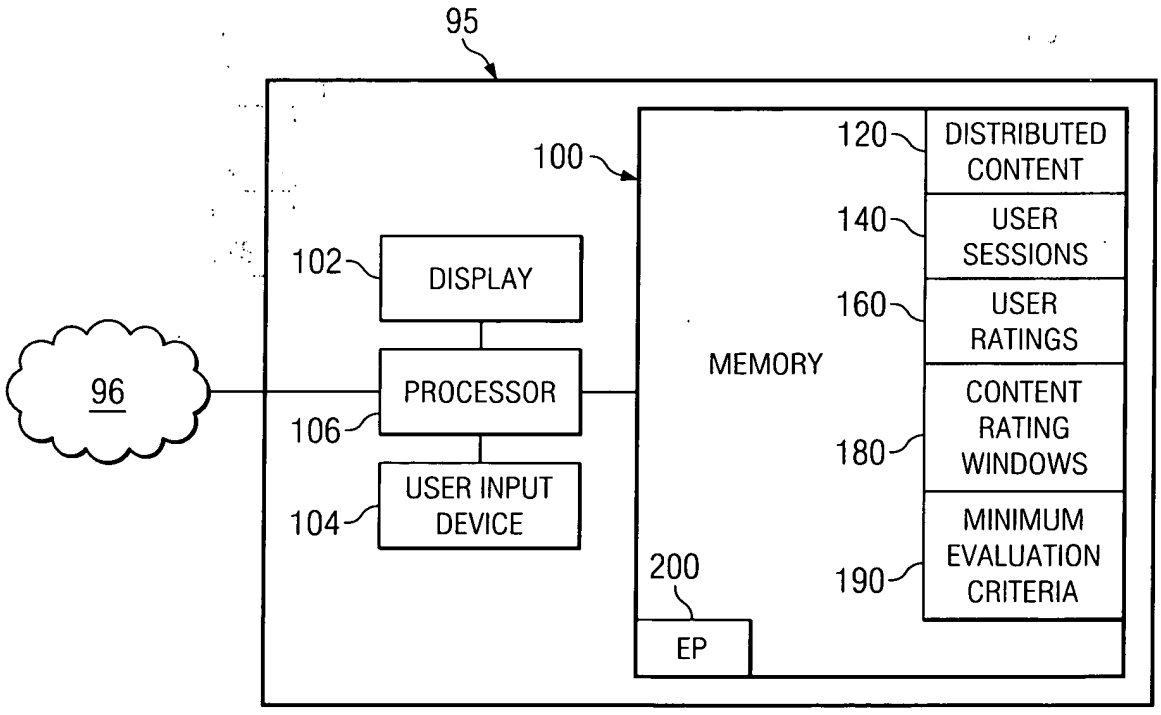
95
100
120
DISTRIBUTED CONTENT
140
USER SESSIONS
160
USER RATINGS
MEMORY
CONTENT RATING WINDOWS
180
MINIMUM EVALUATION CRITERIA
190
200
EP
102
DISPLAY
96
PROCESSOR
106
USER INPUT DEVICE
104

FIG. 2

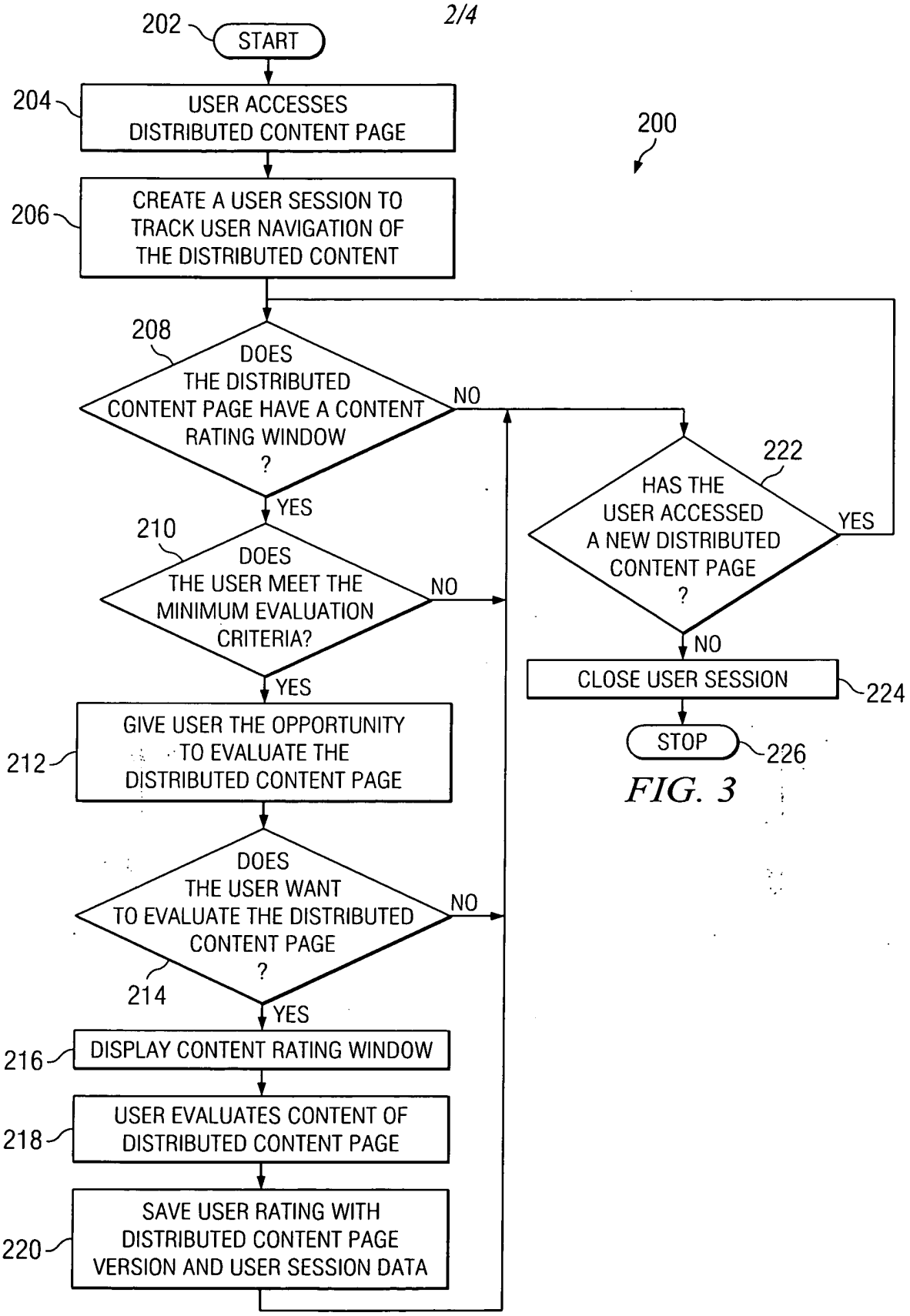
202
START
204
USER ACCESSES DISTRIBUTED CONTENT PAGE
200
206
CREATE A USER SESSION TO TRACK USER NAVIGATION OF THE DISTRIBUTED CONTENT
208
DOES THE DISTRIBUTED CONTENT PAGE HAVE A CONTENT RATING WINDOW ?
NO
YES
210
DOES THE USER MEET THE MINIMUM EVALUATION CRITERIA?
NO
YES
212
GIVE USER THE OPPORTUNITY TO EVALUATE THE DISTRIBUTED CONTENT PAGE
214
DOES THE USER WANT TO EVALUATE THE DISTRIBUTED CONTENT PAGE ?
NO
YES
216
DISPLAY CONTENT RATING WINDOW
218
USER EVALUATES CONTENT OF DISTRIBUTED CONTENT PAGE
220
SAVE USER RATING WITH DISTRIBUTED CONTENT PAGE VERSION AND USER SESSION DATA
222
HAS THE USER ACCESSED A NEW DISTRIBUTED CONTENT PAGE ?
YES
NO
224
CLOSE USER SESSION
226
STOP

FIG. 3

300

USER ID: 42086712								302
USER IP ADDRESS: 192.142.64.2								304
DISTRIBUTED CONTENT PAGE 306	VERSION 308	ACCESSED VIA 310	TIME 312	DURATION 314	EXITED VIA 316	MINIMUM EVALUATION CRITERIA MET? 318	USER RATING 320	
www.home.com	2.31	www.yahoo.com SEARCH PAGE	16:02:26 CST	00:03:42	CLICKED HYPERLINK	NO	N/A	322
www.home.com/page2.htm	1.33	www.home.com HYPERLINK	16:04:08 CST	00:01:16	CLICKED HYPERLINK	YES	YES	
www.home.com/page3.htm	1.04	www.home.com/page2.htm HYPERLINK	16:05:24 CST	00:02:31	CLOSED BROWSER	YES	NO	

FIG. 4

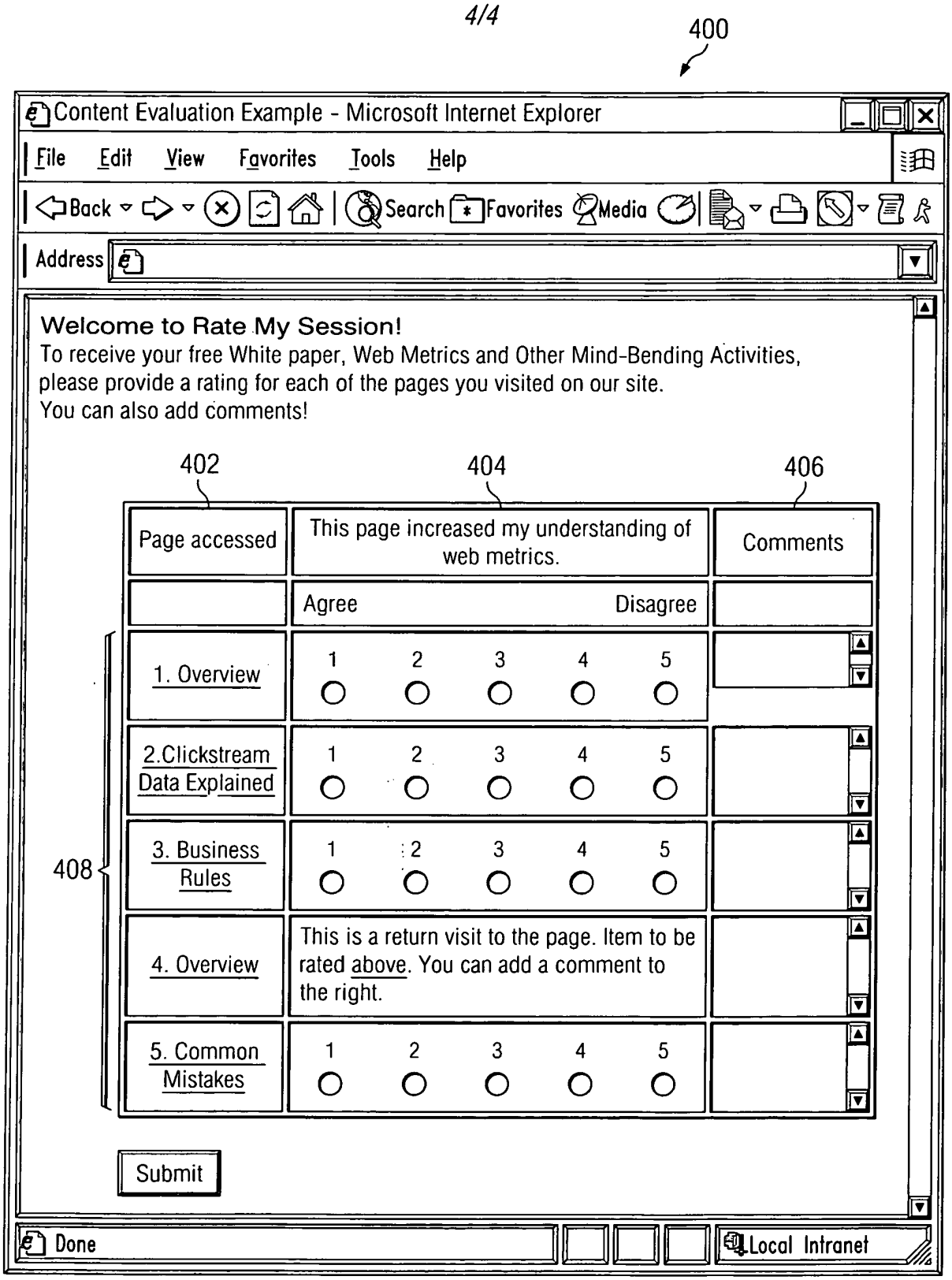
400
Content Evaluation Example - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address
Welcome to Rate My Session!
To receive your free White paper, Web Metrics and Other Mind-Bending Activities, please provide a rating for each of the pages you visited on our site.
You can also add comments!
402
404
406
Page accessed
This page increased my understanding of web metrics.
Comments
Agree
Disagree
1. Overview
2.Clickstream Data Explained
3. Business Rules
4. Overview
This is a return visit to the page. Item to be rated above. You can add a comment to the right.
5. Common Mistakes
1 2 3 4 5
408
Submit
Done
Local Intranet

FIG. 5